

**INTERACTIVE TELEVISION SYSTEM AND METHOD
FOR SIMULTANEOUS TRANSMISSION AND
RENDERING OF MULTIPLE MPEG-ENCODED VIDEO
STREAMS**

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CROSS REFERENCE TO RELATED APPLICATIONS

2/25/05
VS.

This application is related to co-pending U.S. Patent Application
09/_____, filed concurrently herewith, which is incorporated herein by reference in
10 System and Method for Simultaneous Transmission and Rendering of Multiple Encoded
Video Streams", filed concurrently herewith, which is incorporated herein by reference in
its entirety.

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BACKGROUND OF THE INVENTION

1. **Field of the Invention**

15 The present invention relates generally to interactive video delivery mediums such as interactive television. More particularly, the present invention relates to a system and method for the simultaneous transmission and rendition of multiple MPEG-encoded digital video signal streams in an interactive television application.

20 2. **Description of Related Art**

Interactive television is an interactive audio/video delivery medium which provides broadcast audiovisual content to a number of subscribers. Interactive television provides broadcast video and audio to users and may also provide a return path for the user to interact with the content, e.g., to make selections or order desired products, etc.